

# Campaign Report

Total Reach

188868

Total Clicks

12025

No of Campaigns

11

Total Impressions

289860

Clicks

12025

Unique Clicks

9504

Unique Link Clicks

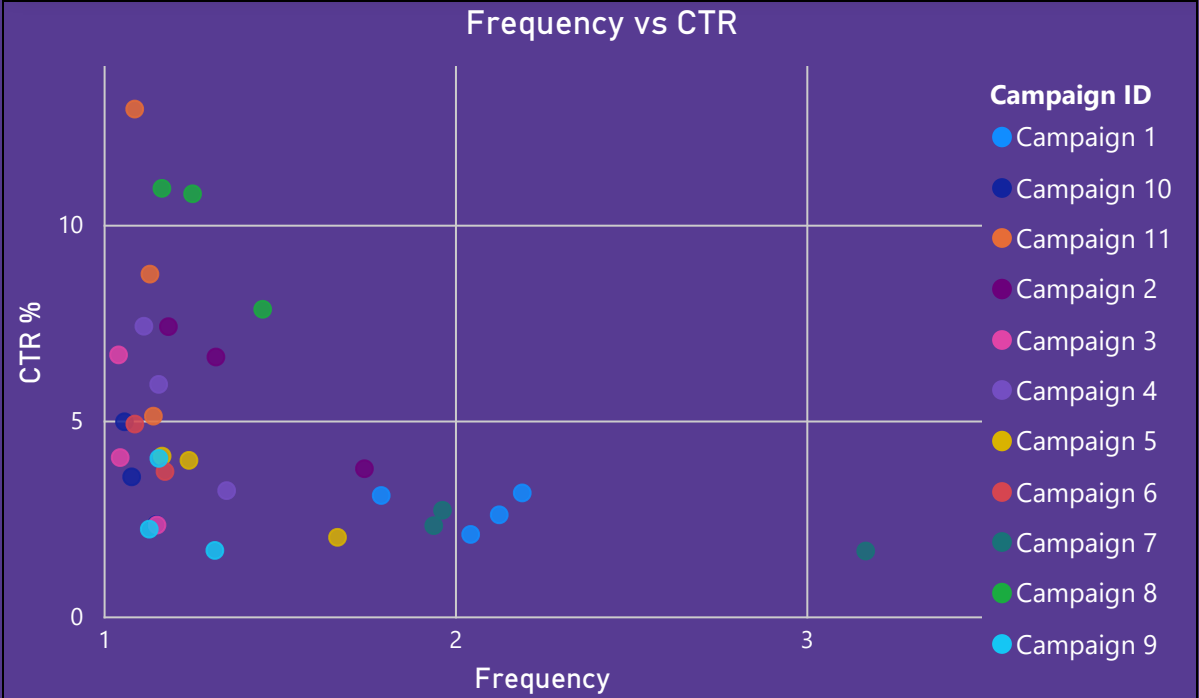
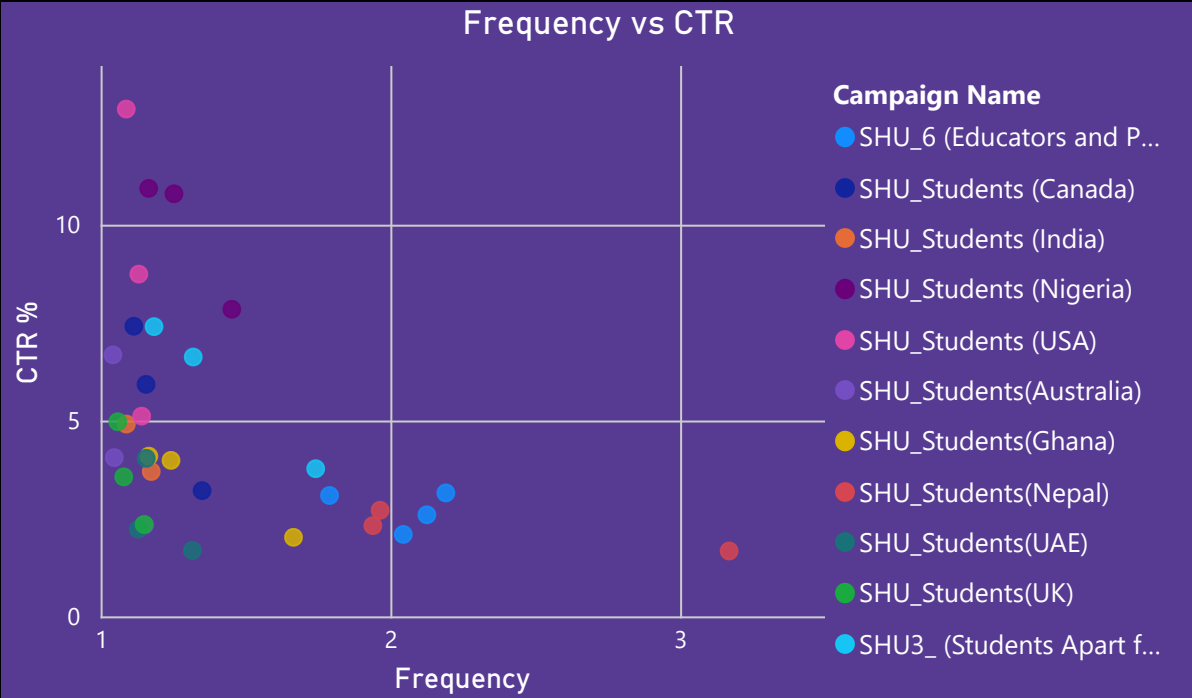
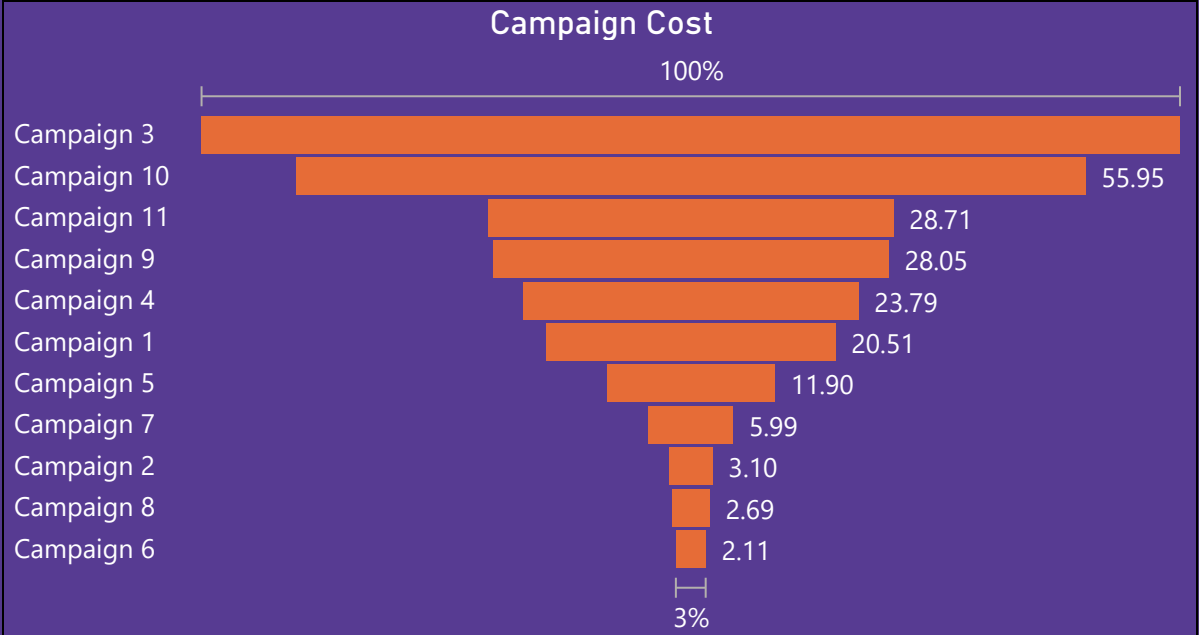
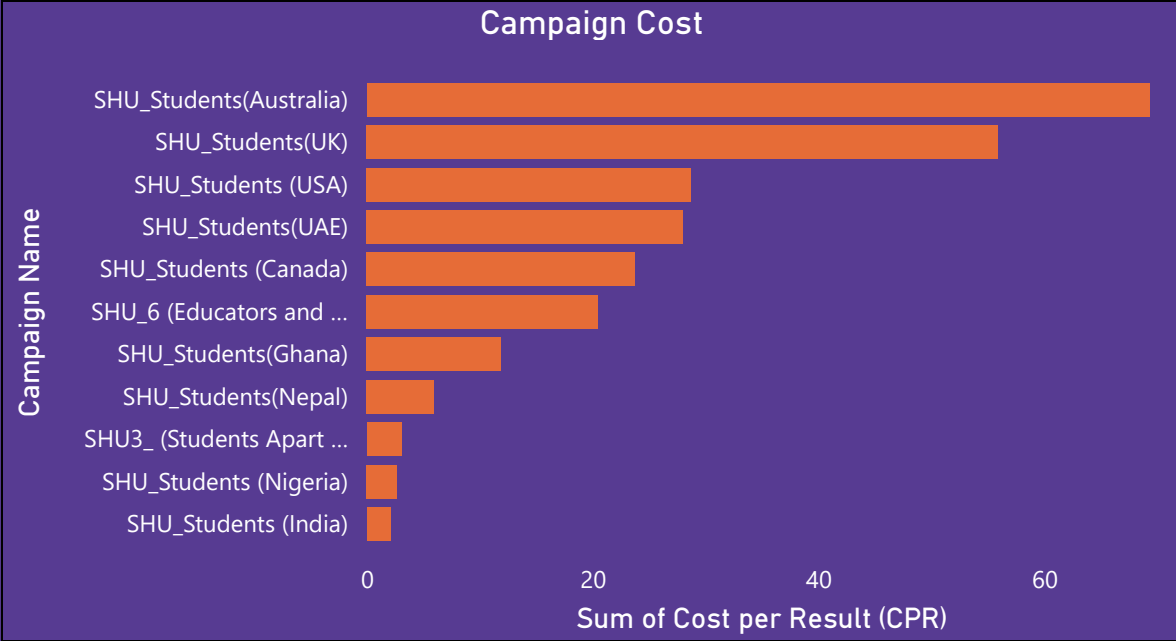
5257

Cost Per Click

104.82

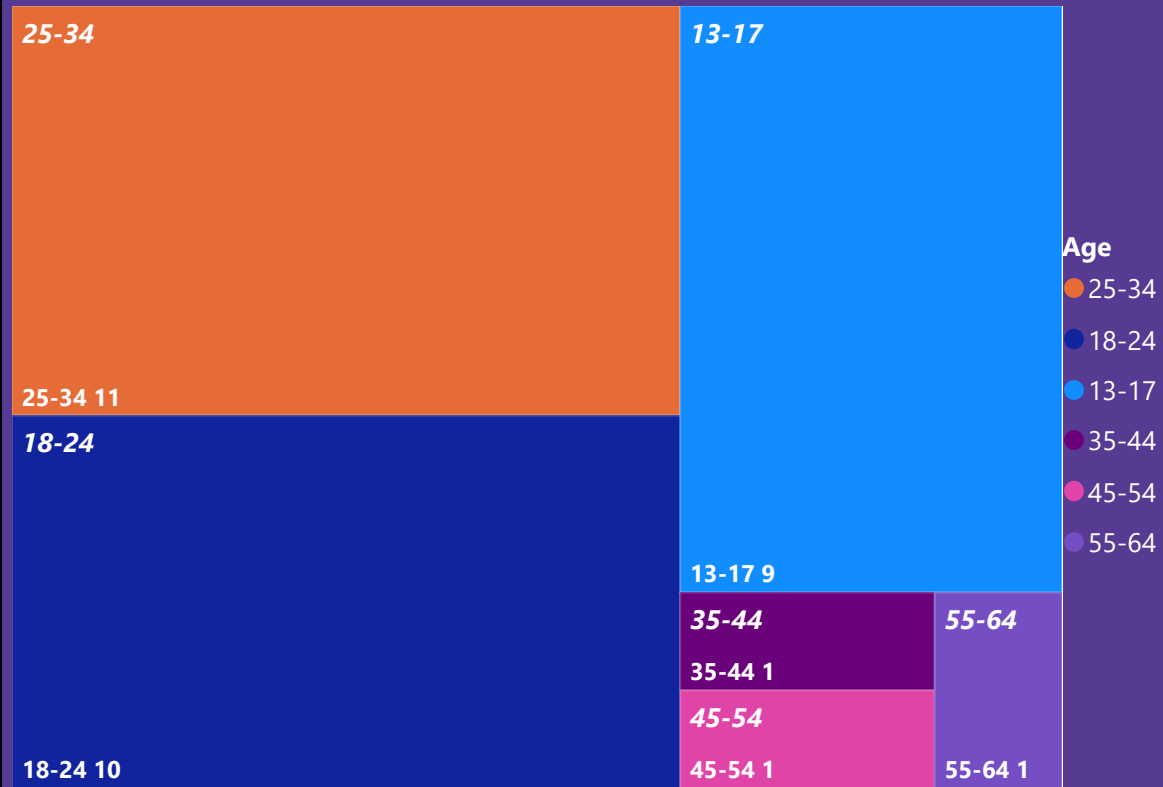
Cost Per Result

252.14

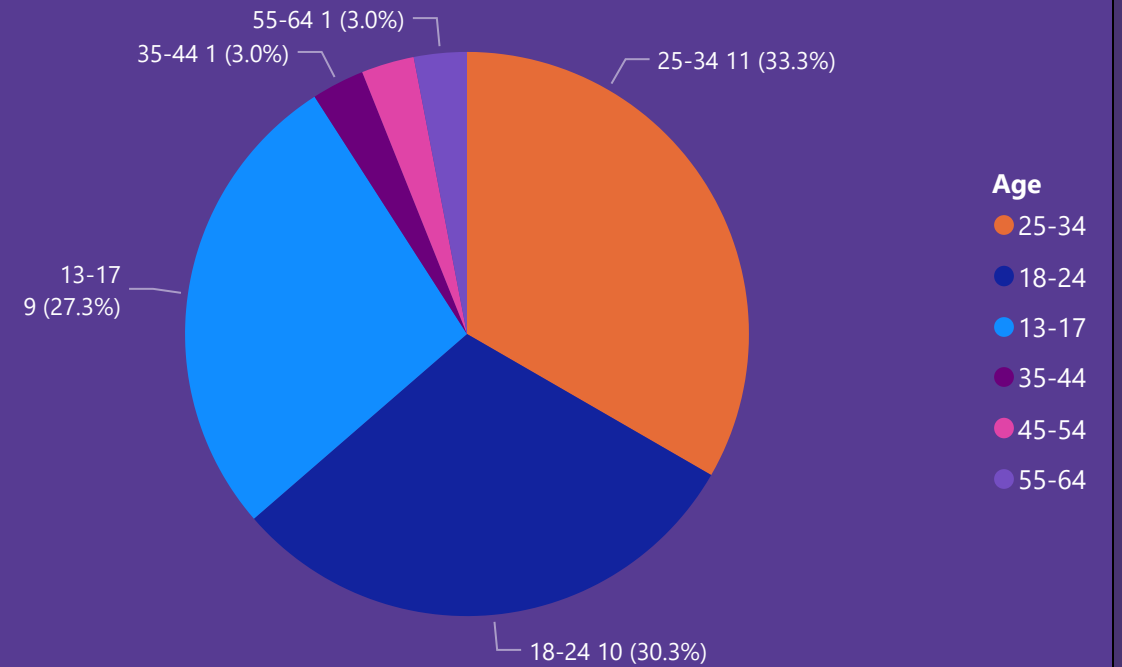


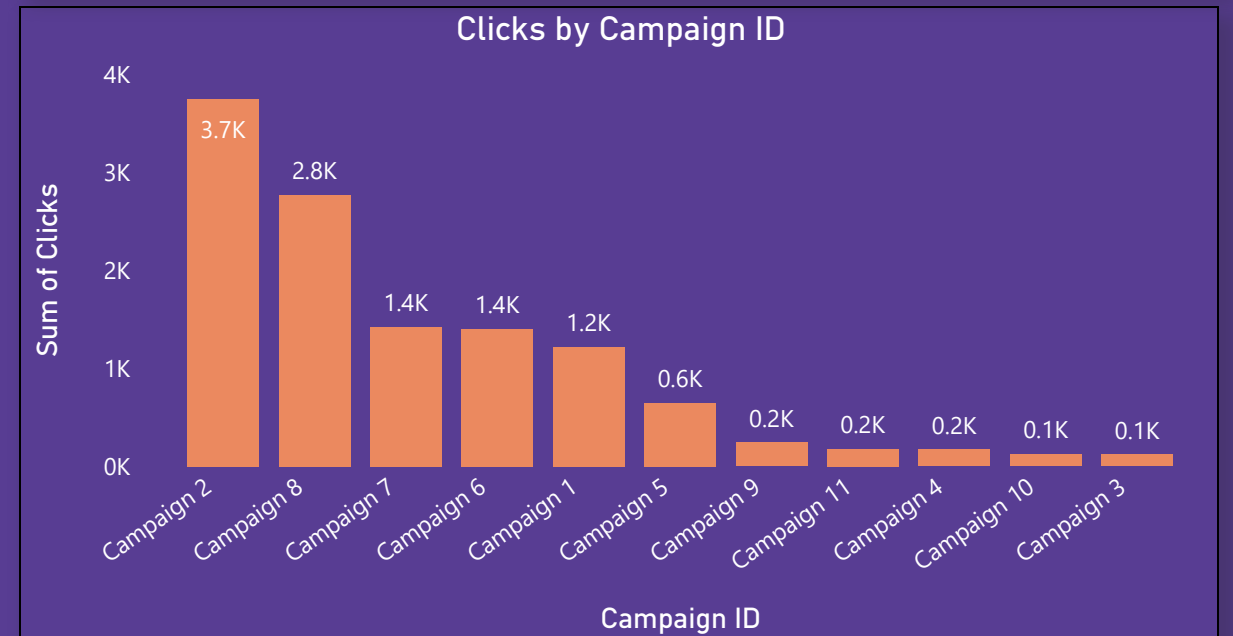
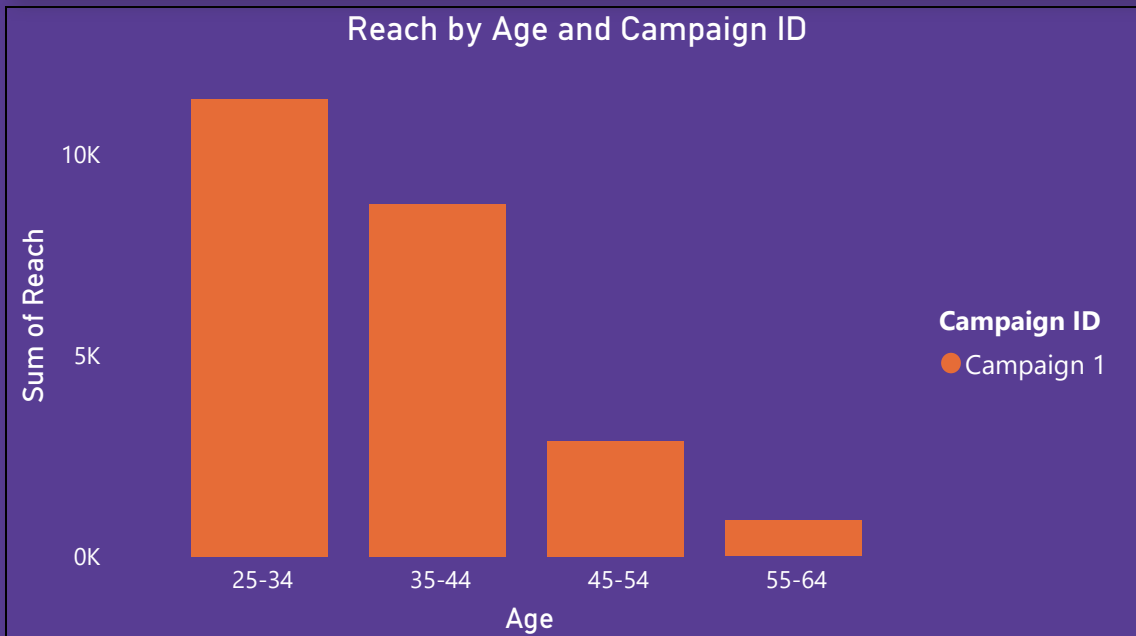
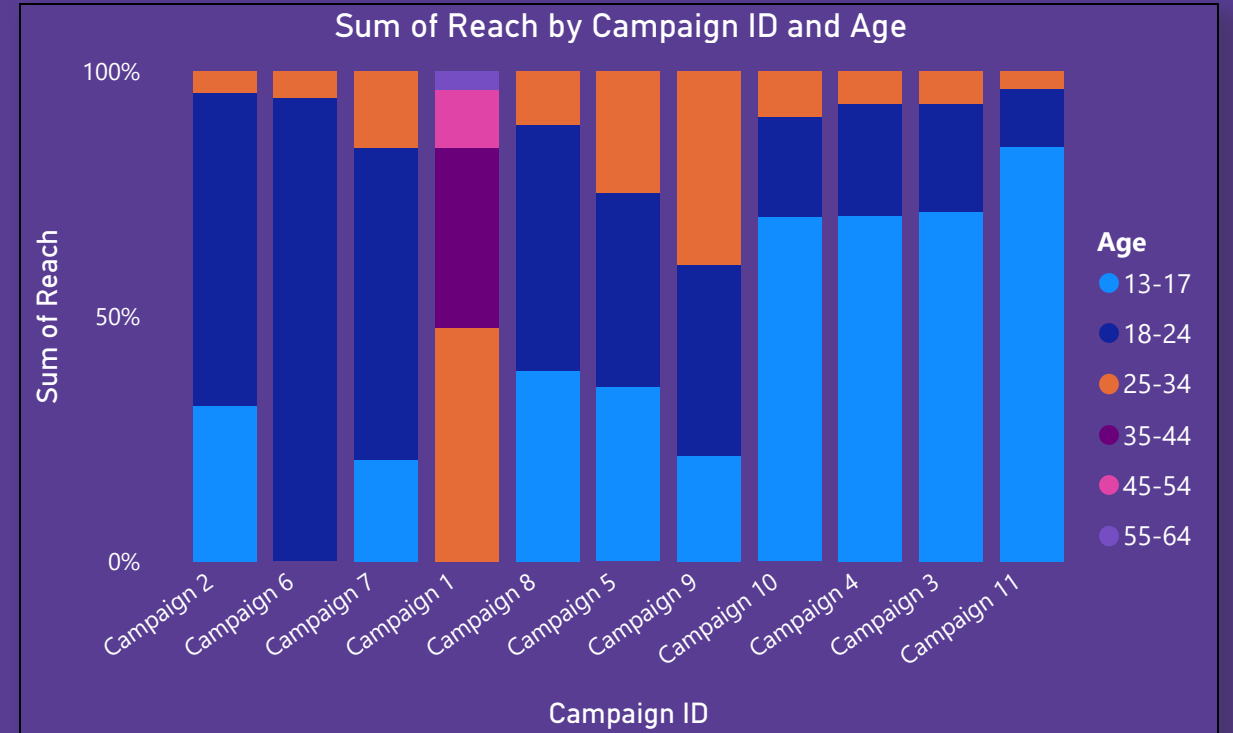
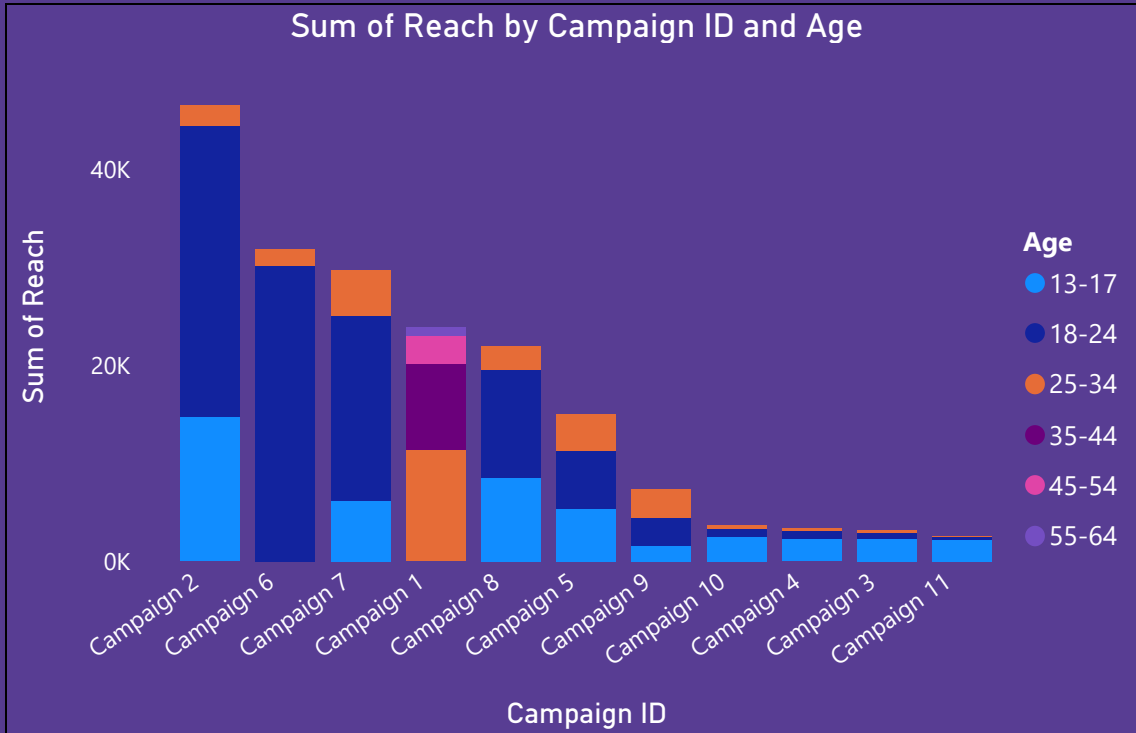
# Campaign report by Age

Campaign ID by Age

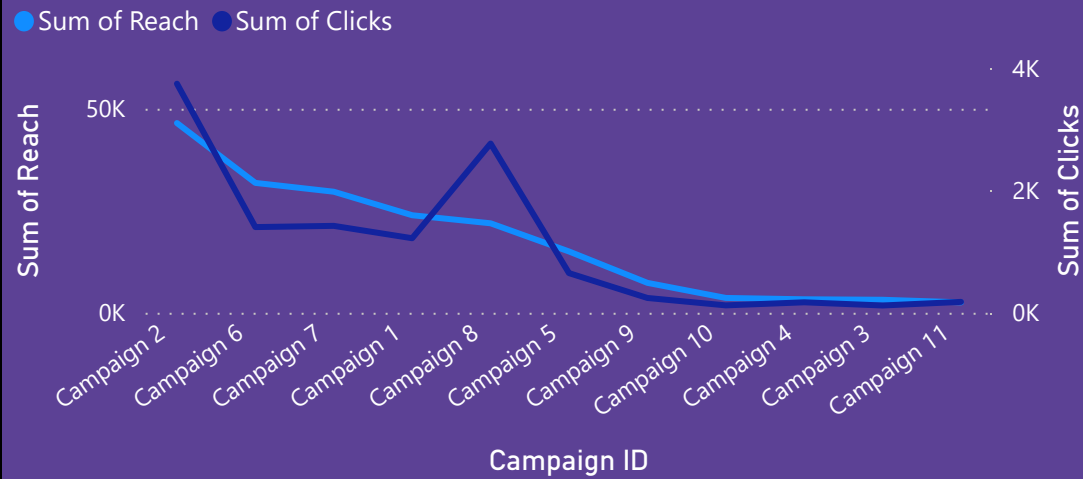


Campaign ID - 1 by Age

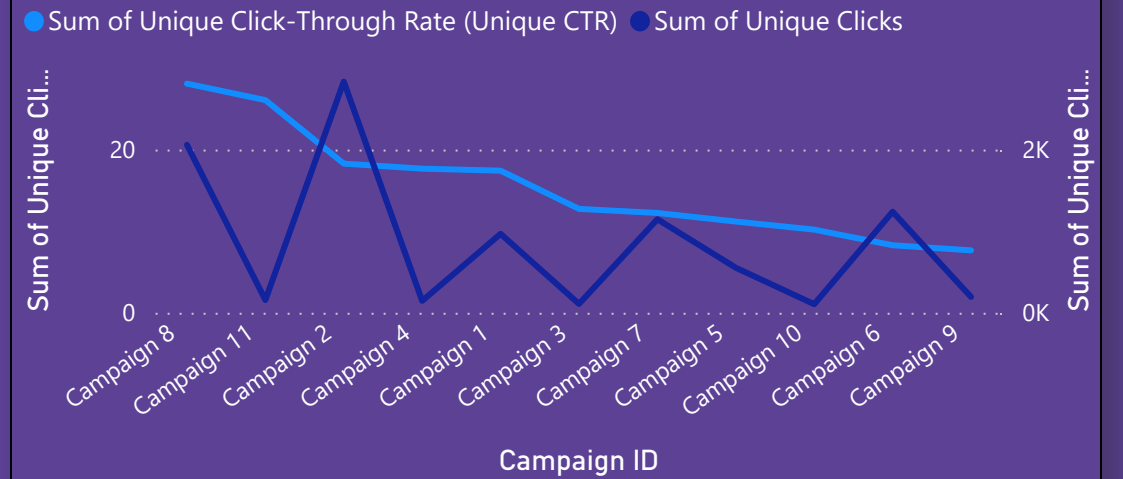




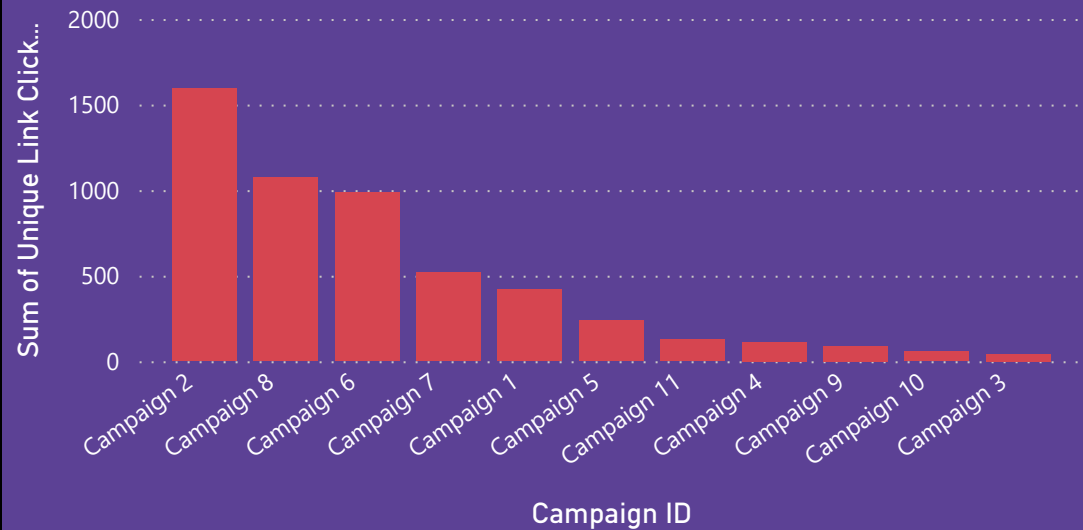
### Reach and Clicks by Campaign ID



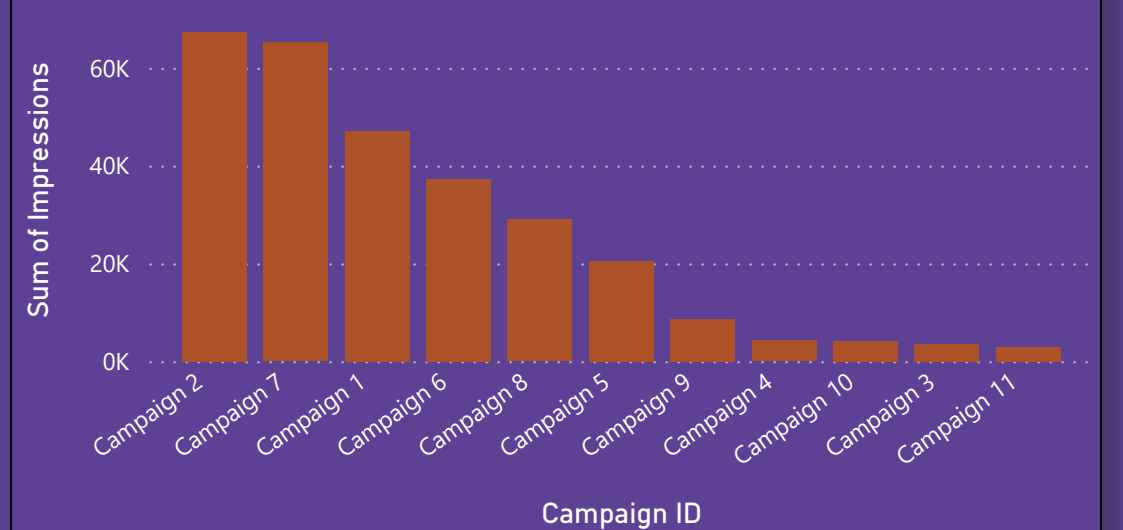
### Unique CTR and Unique ClickD by Campaign ID



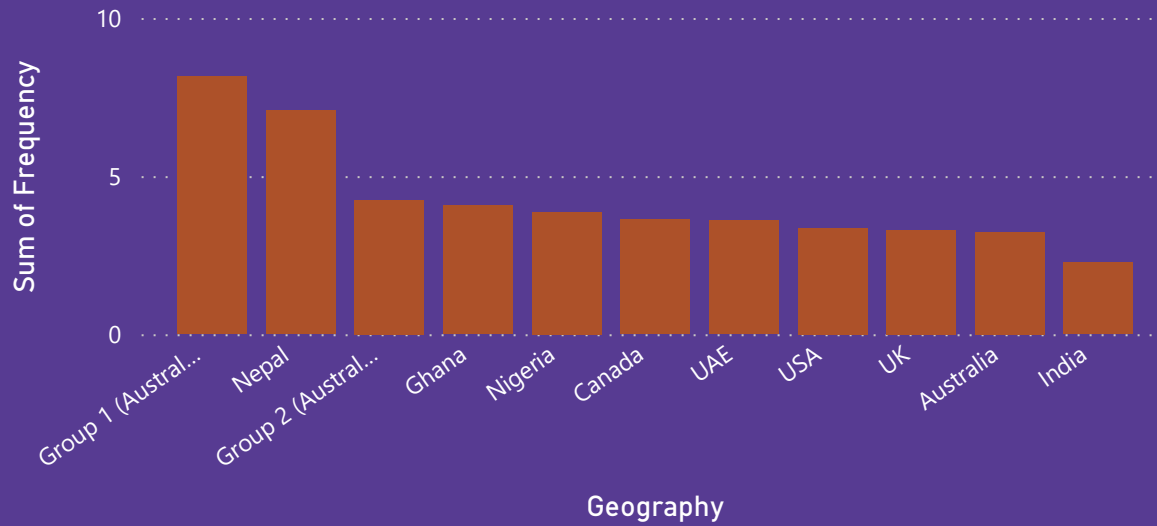
### Unique Link Clicks (ULC)F by Campaign ID



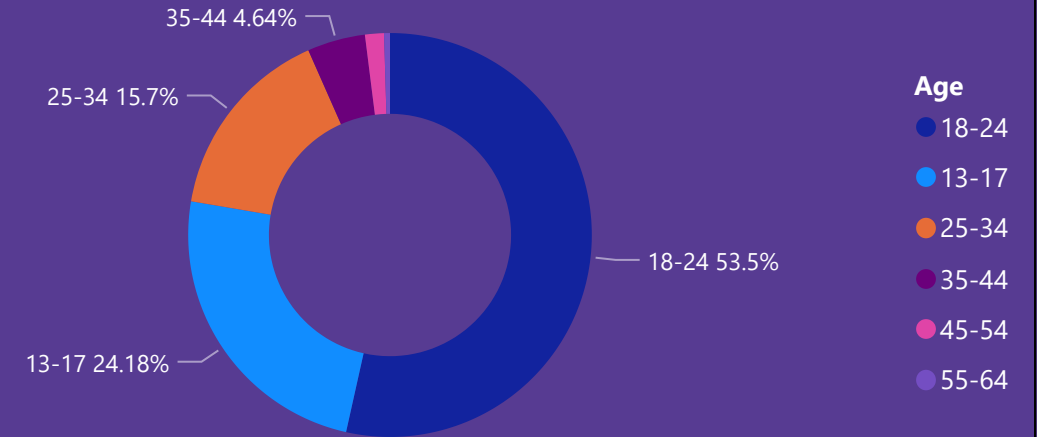
### ImpressionsB by Campaign ID



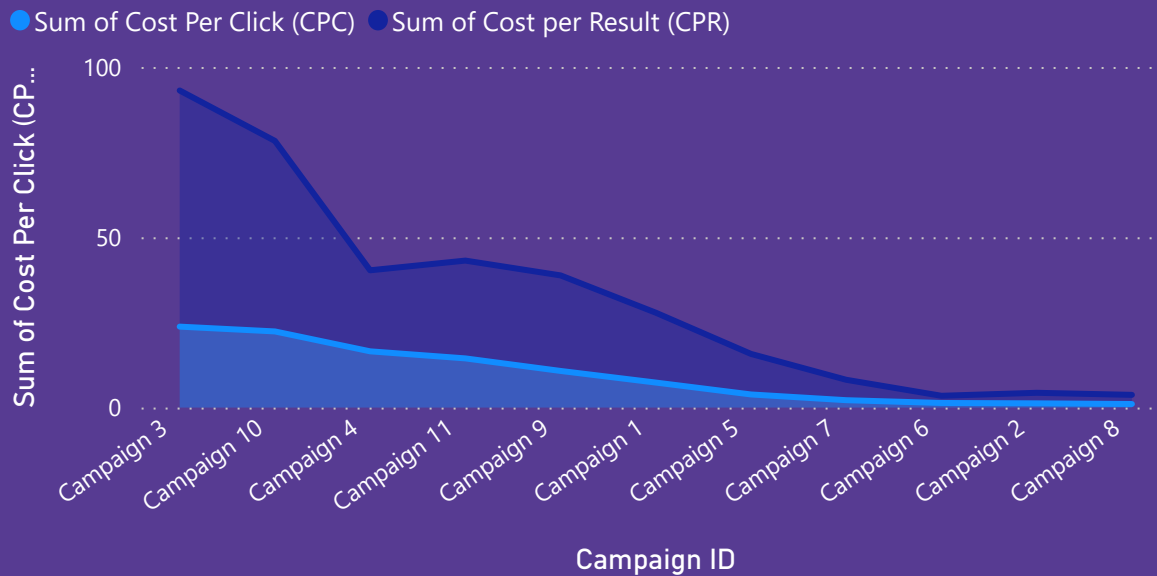
### FrequencyB/A by Geography



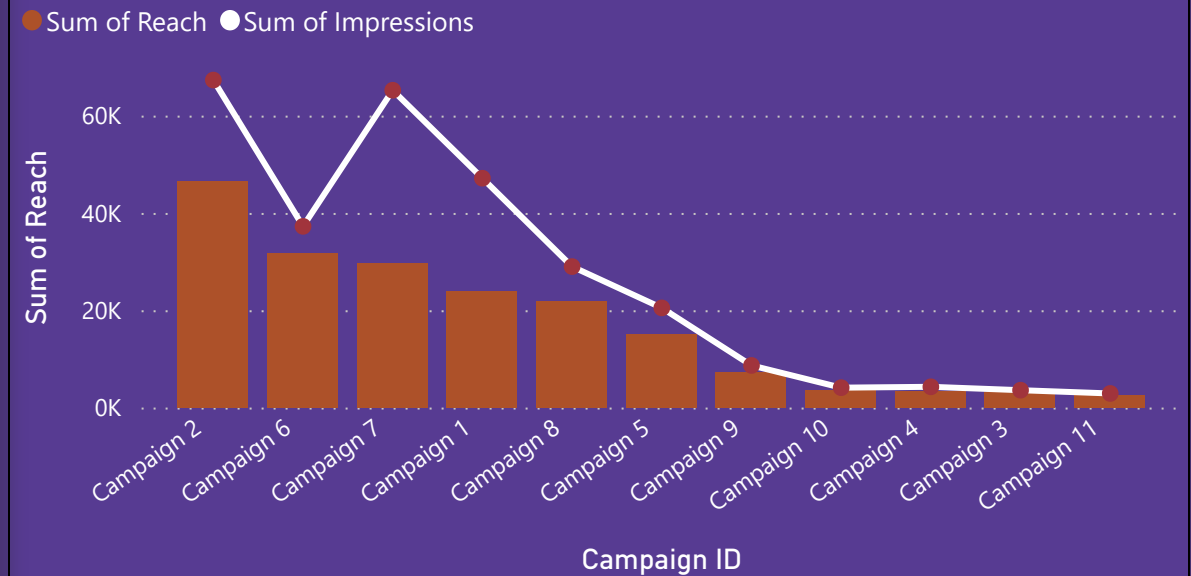
### Reach by Age



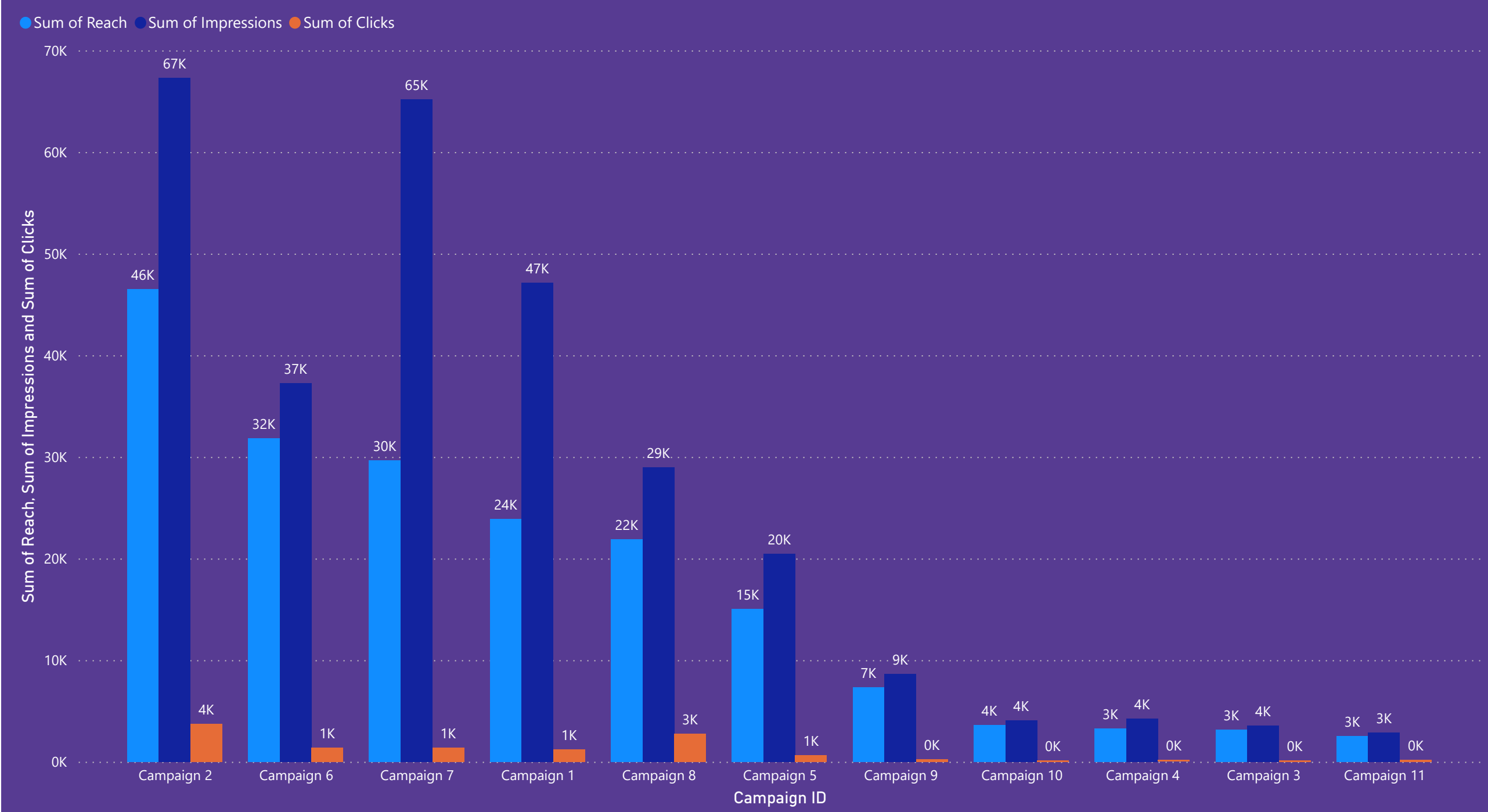
### Cost Per Click (CPC)E/C and Cost per Result (CPR)E/F by Campaign ID



### Sum of Reach and Sum of Impressions by Campaign ID



Reach A, ImpressionsB and ClicksC by Campaign ID



# Recommendation

- Campaign 3 & 10 need to stop immediately.
- Unique Click to Reach to Cost incurred on the campaign is low
- CPR & CPC too high
- This aspect also shows that the campaign needs further push in UK and Australia
- as these were the targeted Geography
- Frequency of the campaign has been low as well for these campaigns which indicates towards tweaking of campaign criteria.